

**ABSTRACT**

Apparatus, and an associated method, for effectuating power control in a radio communication system, such as an IS-95/IS-2000 system which deploys 1xEV-DO technology. At a mobile station, a channel indicia measurer measures channel conditions upon a radio link. Responsive thereto, a data rate selector selects a data rate at which subsequent data is to be communicated to the mobile station. The selection is returned to the network part of the communication system. A selector selects the power level at which to communicate the subsequent data to the mobile station responsive to the requested data rate. The requested data rate is used as a metric by which to select the power level at which to communicate the subsequent data to the mobile station.